



# FINNTRAIL

COMPANY LOGO GUIDELINES



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# 1.0 BRAND POSITIONING



# VISION

The No.1 brand in the market of OUTDOOR performance apparel for fishing and off-road riding.

For more than 10 years, we have been producing reliable and technologically advanced off-road riding and fishing gear to help customers around the world enjoy what they love to the fullest. Our equipment is designed for ATV/UTV riders, snowmobilers, anglers, hunters and all brave and desperate adventure seekers.





# OUR MISSION

To open up the limitless possibilities of people, so that they can again and again challenge themselves conquering nature in search of adventure.





2.0

# USE OF LOGO AND LOGO MARK



# 2.1 Finntrail Logo



## 2.1 Finntrail Logo

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A company logo is used to identify and visually represent a brand. It helps create recognition and memorability of a company or a product, as well as convey its values, character and uniqueness. The font used in the company logo is modern and clear. It highlights the technological sophistication and quality of our equipment.

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## 2.1 Finntrail Logo | Proportions

The key aspect of using a logo is to maintain proportions when changing its size.





## 2.1 Finntrail Logo | Protected Area

Protected Area of the logo is the empty space around the logo that provides readability and visual integrity. It also helps separate the logo from other elements or text on a document or web page. The size of the Protected Area should be sufficient to avoid the logo being overlapped or blurred by other elements.





## 2.1 Finntrail Logo | Black and White Background

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The logo should contrast with the background and be clearly visible on dark and light backgrounds. It is recommended to use white or black.  
It is important to ensure that all elements are readable against any chosen background.

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# 2.1 Finntrail Logo | What Not to Do

To ensure that the logo does not lose its recognizability, and its appearance corresponds to the corporate style, please avoid improper use of the logo. Examples of the most common mistakes are given below.

DON'T deform the logo

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DON'T deform the logo

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DON'T use tilted logo

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DON'T use other colors for the logo

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DON'T use additional effects



DON'T use the logo on a busy background



DON'T use the logo on a contrastless background

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DON'T use the logo on a contrastless background



2.1 Finntrail Logo | Exceptions

Using a logo as a design element allows for it to be positioned vertically in some cases. This arrangement is appropriate on elongated vertical formats/media.



An example of using a logo as a design element (with transparent and vertical layout).  
A series of covers for articles for the website.

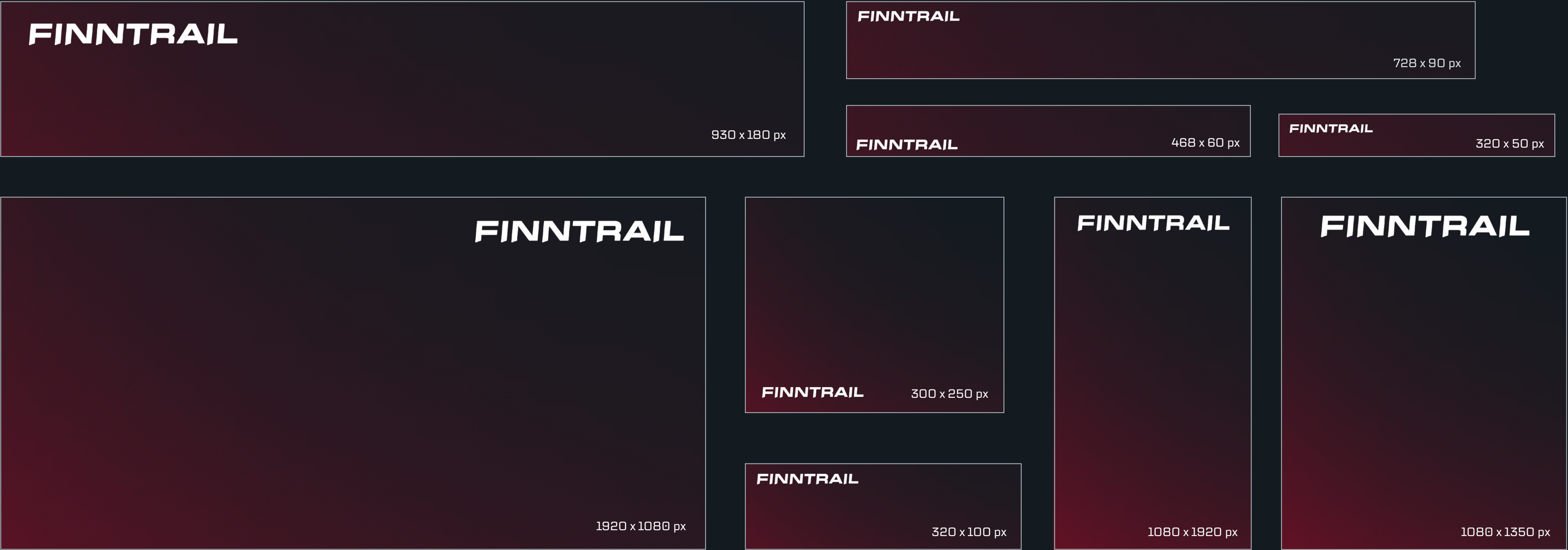




## 2.1 Finntrail Logo | Examples: Logo Placement for Banner Advertising

- 1. The logo is placed if the company name is not used in the text.
- 2. The location of the logo must comply with the protected area rule.
- 3. The logo must be clearly visible and easily recognizable.

Example of logo placement on different formats.





## 2.2 FT Logo Mark

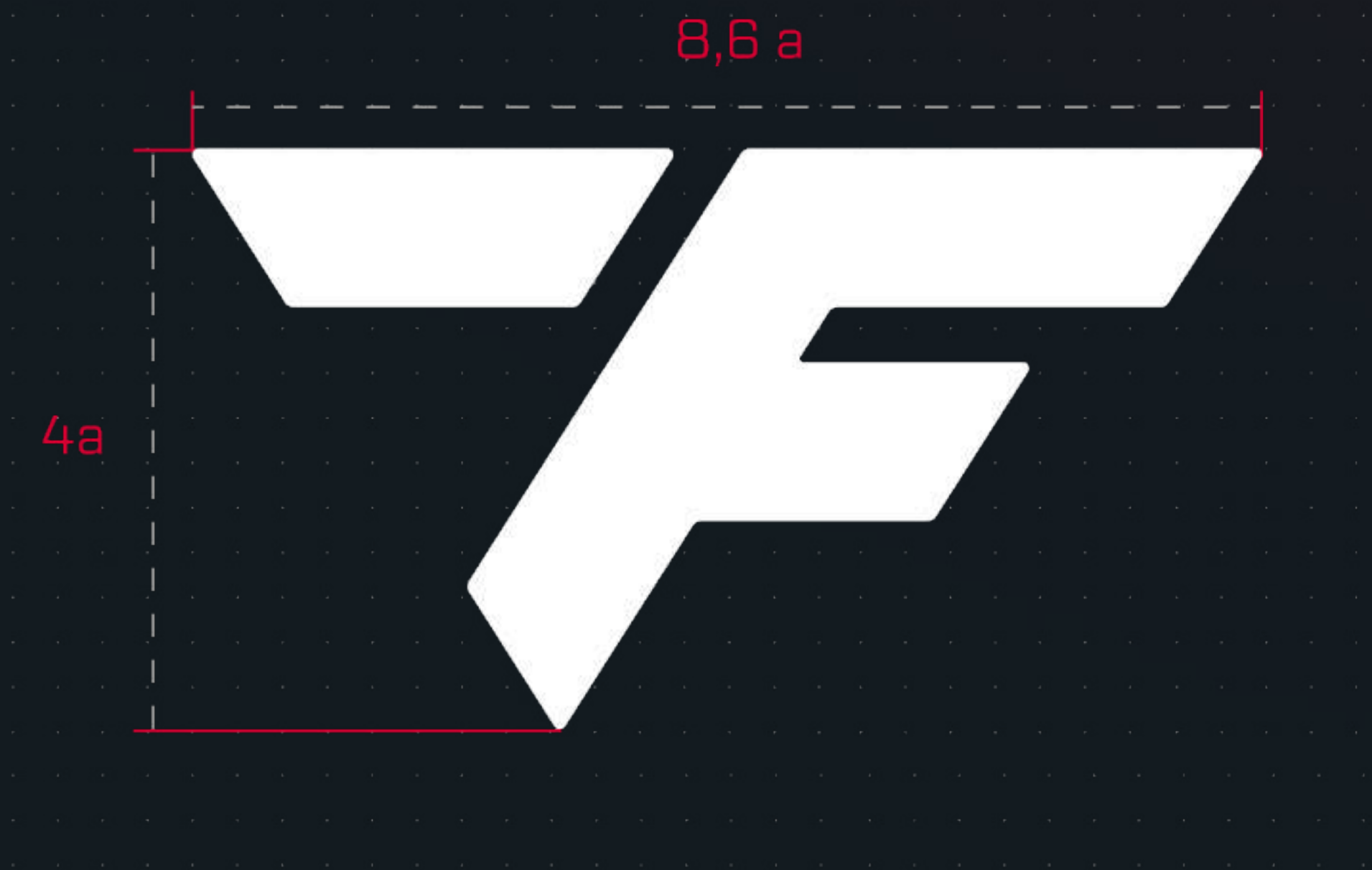
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2.2 FT Logo Mark | Proportions

Finntrail has a shortened version of the logo – FT. The logo mark is presented in a stylish and modern design. The elements "F" and "T" are combined into a laconic composition that highlights the aesthetics of the brand. Below are the proportions and logo protected area.





## 2.2 FT Logo Mark | Black and White Background

The use of the logo mark on the white and black background.





2.2 FT Logo Mark | What Not to Do

In order for the logo mark to maintain its uniqueness and correspond to the corporate style, it is necessary to avoid mistakes when using it. Below are the most common mistakes to avoid.

DON'T deform the logo mark



DON'T deform the logo mark



DON'T use tilted logo mark



DON'T use other colors for the logo mark



DON'T use additional effects



DON'T use the logo mark on a busy background



DON'T use the logo mark on a contrastless background



DON'T use the logo mark on a contrastless background



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2024